



## Guide for Participating Businesses

**Fayetteville's Outdoor Refreshment Area enables businesses to sell to-go alcoholic beverages to guests 21 years of age and older for consumption outside of the establishment. This is allowed seven days a week from 10 a.m. to 10 p.m. [Learn more here.](#)**

**The designated cups and wristbands must be used when selling beverages for consumption outside of your establishment.**

# THE RULES FOR BUSINESSES

- Patrons who purchase a drink to be consumed outside of the establishment shall be I.D.ed to verify legal drinking age and given an official wrist band by the business.
- If a patron enters a business wearing an official wristband that they obtained from another business, the business shall I.D. the patron to confirm legal drinking age.
- ORA cups can only be sold during the designated times of 10 a.m. to 10 p.m. Please use good judgment when patrons request to-go beverages close to 10 p.m., since public consumption stops at 10 p.m. daily.
- Businesses can charge a fee for an ORA cup and wristband if they wish, but are not required to do so.
- The point of sale and serving of the to-go beverage must take place within your alcohol-permit boundary that has been approved by State Alcoholic Beverage Control.
- All State of Arkansas and City of Fayetteville laws still apply. The Outdoor Refreshment Area Ordinance only regulates possession and consumption outside of your establishment, not the serving of alcohol.

For more information on the rules, boundary, and participating businesses: visit [Fayetteville-ar.gov/ORA](https://www.fayetteville-ar.gov/ORA) Ordinance: 6322

# SIDEWALK CAFÉS AND PARKLETS

## **Can my staff serve alcohol at sidewalk cafés or parklets?**

No. Your staff cannot serve alcohol at sidewalk cafés or parklets outside of your ABC-approved alcohol permit boundary. All drinks must be acquired from inside your establishment. However, your patrons can possess and consume alcohol at these locations, using regular stemware or original packaging. We understand this is frustrating, yet serving alcohol outside of your liquor license boundary would be a violation of ABC regulations. The Outdoor Refreshment Area Ordinance does not regulate nor have the power to regulate the serving of alcohol, it only regulates possession and consumption in public for your patrons.

## **Do I need a permit to set up a sidewalk café?**

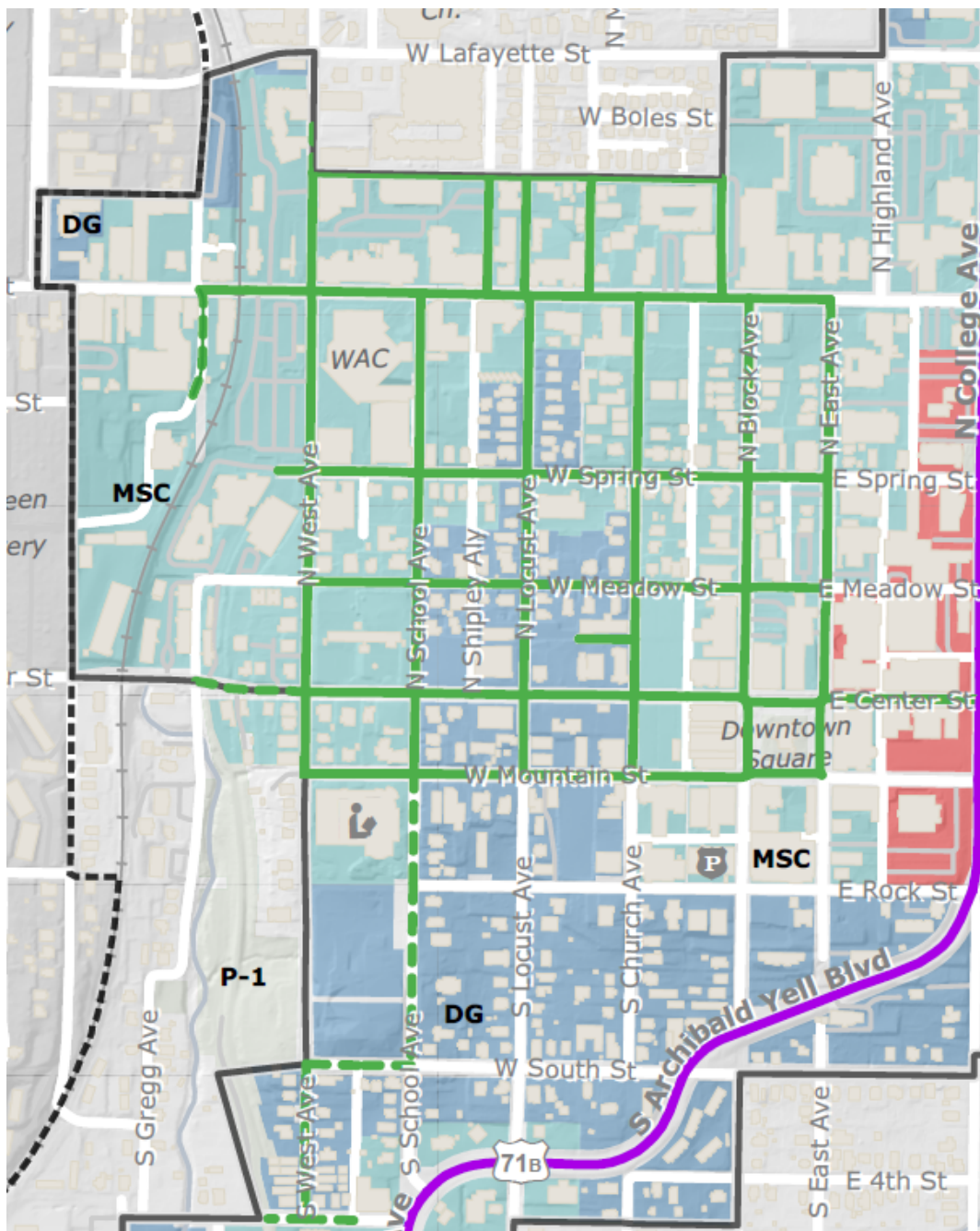
No. You also do not need to submit a site plan or post a surety bond. However, businesses do need to follow the parameters such as maintaining ADA access and proper spacing. You can view them here. If you have questions, feel free to contact the City's Long Range Planner, Mary McGetrick.

## **How do I develop a parklet?**

Parking leases can be secured via [parking@fayetteville-ar.gov](mailto:parking@fayetteville-ar.gov). Businesses are asked to pay for the maximum daily rate of each space. The City has developed a guide for how to develop parklets safely, you can view it here. If you have questions or need assistance, please contact the City's Long Range Planner, Mary McGetrick. To learn more about development a parklet, [click here](#).

# THE BOUNDARY

The boundary of the Outdoor Refreshment Area is roughly square: bounded by Watson to the north, Mountain to the south, East Ave. to the east, and West Ave. to the west. Approved routes have been added to include areas such as the Mill district and businesses along Dickson west of the train tracks. Please remind your patrons to stay within the signs.





# FAQ

## **How do I sign up to sell to-go beverages in the ORA?**

Email the Department of Economic Vitality by clicking [here](#) and provide the point of contact for your business. Please include name, phone number, email, and address of business.

## **How do I get my cups and wristbands?**

When you reach out to the Department of Economic Vitality, we will provide information on picking up your cups and wristbands.

## **What happens if I run out of cups or wristbands?**

Reach out to the Department of Economic Vitality M-F between 8 a.m. and 5 p.m. and we will work to get you restocked. Thank you for your patience as we assess how many cups are needed for the program.

## **What about liability?**

This point came up a lot during the development of the ordinance. Liability has not changed due to this ordinance, it is the same.